

## ORDER



**Orders**  
**Order / Rev:** 707944 - 2  
**Alt Order #:** 06287287  
**Product Desc:** ROMNEY FOR PRESIDENT  
**Estimate:** 39  
**Flight Dates:** 08/22/12 - 08/26/12  
**Original Date / Rev:** 08/20/12 / 08/27/12  
**Order Type:** Political

## WJXX-TV

**Primary AE:** Jim Quinn  
**Sales Office:** T-PHI  
**Sales Region:** NAT

**Agency Name:** American Rambler Productions/ POL  
**Buying Contact:**  
**Billing Contact:**  
 138 Conant Street  
 Beverly, MA 01915

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Romney/ R / President  
**Demographic:** A35+  
**Product Codes:** PL-Presidential  
**Priority:** P-3  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/26/12	81	\$14,750.00	\$12,537.50

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	81	\$14,750.00	\$12,537.50	0.00
<b>Totals</b>	<b>81</b>	<b>\$14,750.00</b>	<b>\$12,537.50</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

## Order Share

	Share	Total
WJXX-TV	10%	\$14,750.00
Market	100%	\$147,500.00

## Competitive Share

	Share	Total
CABLE	0%	\$0.00
WAWS	4%	\$5,900.00
WCWJ	0%	\$0.00
WJXT	26%	\$38,350.00
WTEV	29%	\$42,775.00
WTLV	31%	\$45,725.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WJXX	08/22/12	08/24/12	GMJ M-F 6a-7a	CM	M-F 6a-7a	--WTF--	:30	3	\$115.00	P-3	0.00	NM	3	\$345.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	--WTF--			3			\$115.00		0.00			
2	WJXX	08/22/12	08/24/12	Good Morning America M-F 7a-9a	CM	M-F 7a-9a	--WTF--	:30	6	\$125.00	P-3	0.00	NM	6	\$750.00
		2X MAX/DAY													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	--WTF--			6			\$125.00		0.00			
3	WJXX	08/22/12	08/23/12	Regis & Kelly Regis & Kelly	CM	M-F 9a-10a	--WT---	:30	3	\$100.00	P-3	0.00	NM	3	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	--WT---			3			\$100.00		0.00			

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**WJXX-TV**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
3	WJXX	08/22/12	08/23/12	Regis & Kelly Regis & Kelly	CM	M-F 9a-10a	-- WT---	:30	3	\$100.00	P-3	0.00	NM	3	\$300.00
4	WJXX	08/22/12	08/24/12	M-F 10-11AM M-F 10a -11a	CM	M-F 10a -11a	-- WTF--	:30	3	\$80.00	P-3	0.00	NM	3	\$240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	-- WTF--		3				\$80.00		0.00			
5	WJXX	08/22/12	08/24/12	The View M-F 11a-12p View	CM	M-F 11a-12p	-- WTF--	:30	3	\$225.00	P-3	0.00	NM	3	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	-- WTF--		3				\$225.00		0.00			
6	WJXX	08/22/12	08/24/12	The Chew The Chew	CM	M-F 1-2p	-- WTF--	:30	3	\$100.00	P-3	0.00	NM	3	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	-- WTF--		3				\$100.00		0.00			
7	WJXX	08/22/12	08/24/12	GMA in the Afternoon GMA in the Afternoon	CM	2-3p	-- WTF--	:30	3	\$130.00	P-3	0.00	NM	3	\$390.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	-- WTF--		3				\$130.00		0.00			
8	WJXX	08/22/12	08/24/12	General Hospital General Hospital	CM	M-F 3p-4p	-- WTF--	:30	3	\$130.00	P-3	0.00	NM	3	\$390.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	-- WTF--		3				\$130.00		0.00			
9	WJXX	08/22/12	08/24/12	4-5p M-F 4-5p	CM	M-F 4-5p	-- WTF--	:30	3	\$60.00	P-3	0.00	NM	3	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	-- WTF--		3				\$60.00		0.00			
10	WJXX	08/22/12	08/24/12	FCN News at 5pm M-F 5-5:30pm	CM	M-F 5p-5:30p	-- 222--	:30	6	\$90.00	P-3	0.00	NM	6	\$540.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	-- 222--		6				\$90.00		0.00			
11	WJXX	08/22/12	08/24/12	FCN News at 5:30 M-F 5:30-6pm	CM	M-F 5:30p-6p	-- 222--	:30	6	\$100.00	P-3	0.00	NM	6	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	-- 222--		6				\$100.00		0.00			
12	WJXX	08/22/12	08/24/12	FCN News at 6 M-F 6-6:30pm	CM	M-F 6p-6:30p	-- WTF--	:30	3	\$150.00	P-3	0.00	NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	-- WTF--		3				\$150.00		0.00			
13	WJXX	08/22/12	08/24/12	FCN News at 7p M-F 7-7:30p	CM	M-F 7p-7:30p	-- 222--	:30	6	\$250.00	P-3	0.00	NM	6	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	-- 222--		6				\$250.00		0.00			
14	WJXX	08/22/12	08/24/12	Extra M-F 7:30-8p	CM	M-F 7:30p-8p	-- WTF--	:30	3	\$250.00	P-3	0.00	NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	-- WTF--		3				\$250.00		0.00			
15	WJXX	08/22/12	08/24/12	FCN News at 11pm M-Su 11-11:35p	CM	M-Su 11p-11:35p	-- WTF--	:30	6	\$250.00	P-3	0.00	NM	6	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	-- WTF--		6				\$250.00		0.00			
16	WJXX	08/22/12	08/24/12	Nightline Nightline	CM	M-F 11:35p-12:05a	-- WTF--	:30	3	\$200.00	P-3	0.00	NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	-- WTF--		3				\$200.00		0.00			
17	WJXX	08/22/12	08/24/12		CM	5-6a	-- WTF--	:30	3	\$70.00	P-3	0.00	NM	3	\$210.00

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 Estimate: 39  
**WJXX-TV**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
GMJ Sunrise M-F 5-6a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/20/12 08/26/12 -- WTF-- 3 \$70.00 0.00															
18	WJXX	08/25/12	08/25/12	GMA Saturday GMA Saturday	CM	GMA Saturday	-----S-	:30	1	\$100.00	P-3	0.00	NM	1	\$100.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/20/12 08/26/12 -----S- 1 \$100.00 0.00															
19	WJXX	08/25/12	08/25/12	FCN Sat News at 6:30 Sat 6:30-7p news after footba	CM	Sat FCN News We	-----S-	:30	1	\$175.00	P-3	0.00	NM	0	\$0.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/20/12 08/26/12 -----S- 1 \$175.00 0.00															
<u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> 1 WJXX 08/20/12-08/26/12 FCN Sat News at 6:30 Sat FCN News W -----Sa-- :30 <del>(\$175.00)</del> 0.00 NM Credited [CR]															
20	WJXX	08/25/12	08/25/12	Sa 7-8P Sa 7p-8p	CM	Sa 7p-8p	-----S-	:30	1	\$75.00	NON	0.00	NM	0	\$0.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/20/12 08/26/12 -----S- 1 \$75.00 0.00															
<u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> 1 WJXX 08/20/12-08/26/12 Sa 7-8P Sa 7p-8p -----Sa-- :30 <del>(\$75.00)</del> 0.00 NM Credited [CR]															
21	WJXX	08/25/12	08/25/12	FCN News at 11pm M-Su 11-11:35p	CM	M-Su 11p-11:35p	-----S-	:30	2	\$250.00	P-3	0.00	NM	2	\$500.00
2X MAX/DAY <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/20/12 08/26/12 -----S- 2 \$250.00 0.00															
22	WJXX	08/26/12	08/26/12	GMJ Sunday GMJ Sunday	CM	Sun 7a-730a	-----S	:30	1	\$40.00	P-3	0.00	NM	1	\$40.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/20/12 08/26/12 -----S 1 \$40.00 0.00															
23	WJXX	08/26/12	08/26/12	First Coast News On Point First Coast News On Point	CM	First Coast News C	-----S	:30	1	\$40.00	P-3	0.00	NM	1	\$40.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/20/12 08/26/12 -----S 1 \$40.00 0.00															
24	WJXX	08/26/12	08/26/12	GMA Sunday GMA Sunday	CM	GMA Sunday	-----S	:30	2	\$175.00	P-3	0.00	NM	2	\$350.00
2X MAX/DAY <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/20/12 08/26/12 -----S 2 \$175.00 0.00															
25	WJXX	08/26/12	08/26/12	This Week 10A Sun 10a-11a - eff 6/7	CM	Sun 10a-11a - eff	-----S	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/20/12 08/26/12 -----S 1 \$150.00 0.00															
26	WJXX	08/26/12	08/26/12	FCN Sun News at 6:30 Sun 6:30-7p	CM	Sun 6:30-7p	-----S	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/20/12 08/26/12 -----S 1 \$200.00 0.00															
27	WJXX	08/26/12	08/26/12	Sun Prime A America's Funniest Home Video	CM	7-8p	-----S	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/20/12 08/26/12 -----S 1 \$700.00 0.00															
28	WJXX	08/26/12	08/26/12	Sun Prime Other 2nd Pr Extreme Makeover: Weight Loss	CM	9-11p	-----S	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/20/12 08/26/12 -----S 1 \$1,000.00 0.00															
29	WJXX	08/26/12	08/26/12	FCN News at 11pm M-Su 11-11:35p	CM	M-Su 11p-11:35p	-----S	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00

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Advertiser: Romney/ R / President  
 Product Desc: ROMNEY FOR PRESIDENT  
 Estimate: 39

WJXX-TV

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29	WJXX	08/26/12	08/26/12	FCN News at 11pm M-Su 11-11:35p	CM	M-Su 11p-11:35p	-----S	:30	1	\$250.00	P-3	0.00 NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	08/20/12	08/26/12	-----S		1			\$250.00		0.00			
30	WJXX	08/26/12	08/26/12	Sun Prime B Sun Prime B	CM	8-9p	-----S	:30	1	\$1,600.00	P-3	0.00 NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	08/20/12	08/26/12	-----S		1			\$1,600.00		0.00			
31	WJXX	08/26/12	08/26/12	GMJ Sunday GMJ Sunday	CM	Sun 7a-730a	-----S	:30	1	\$50.00	P-3	0.00 NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	08/20/12	08/26/12	-----S		1			\$50.00		0.00			
32	WJXX	08/26/12	08/26/12	GMJ Sunday GMJ Sunday	CM	Sun 7a-730a	-----S	:30	1	\$50.00	P-3	0.00 NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	08/20/12	08/26/12	-----S		1			\$50.00		0.00			
Totals													81	\$14,750.00